

Silverstone Racetrack and MyComms

FUELLING SUPERFAST MULTI-FUNCTIONAL
WIFI FOR THE BRITISH GRAND PRIX

When Encapto partner MyComms was chosen to provide managed WiFi at the British Grand Prix, only one platform was able to service the needs of the many visitors and stakeholders. Seamlessly connecting end users 32,000 times over three days via different user journeys and managing the allocation of 4.5TB of data, the high performance Encapto system kept WiFi roaring from start to chequered flag and beyond.

Sprawling over 400 acres with a further 450 acres of campsite next door, the WiFi system needed to cater to multiple zones with different user groups, each with their own branding, authentication options, and data allocations.

Products used:

- Encapto Master
- RADIUS User Management
- Portal Builder
- Encapto Powered MikroTik Gateway

Client: MyComms and Silverstone
Racetrack

Deployed: 2017





Delivering Multiple User Experiences

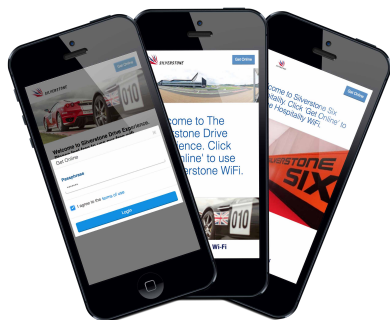
With so many stakeholders, from hospitality providers to F1 team VIPs, six hotspots were set up across Silverstone, each offering combinations of unique user experiences. Brooklands, Silverstone Six, and the BDRC clubhouse marquee were each furnished with fully branded WiFi portals, and data access according to their needs.

750 media personnel uploaded thousands of high quality action shots using the superfast, password-protected hotspot used at the International Wing. 1500 VIPs in the Driver's Lounge and thousands of visitors across the adjacent campsite also enjoyed a customised WiFi experience.



Email Logons for Post-event Connections

An email login method was deployed at the Grand Prix to ensure Silverstone could connect with visitors after the event. More than 3,000 email addresses were collected enabling post-event marketing for those that opted in. Personal information was strictly controlled by Silverstone with Encapto and MyComms access restricted to technical troubleshooting and site management only.



Bringing Best-of-Breed Technologies Together

With a IGB leased line fibre connection, Zyxel switches, Ruckus WiFi access points and controller, and MikroTik Gateway, MyComms brought together best-of-breed technologies to service a high intensity event. The Encapto system communicates seamlessly with all components, providing QoS for mission critical applications and ensuring fair use across end users groups. Bursting functionality provides for quality connections and minimises buffering for bandwidth hungry HD video.

Analytics

Silverstone knows more about visitors to the Grand Prix than ever before with Encapto's sophisticated analytics functionality. They can identify where and when peak usage occurs, quantify these peaks, and plan for an even better event in 2018.

Analytics enables Silverstone to understand visitor movements throughout the venue like never before. They can segment visitors by zone, time of day, and connection type, to understand who is visiting which area at which time. And with the aforementioned email connection, they can target those visitors with tailored offers during and after the event.

Event Licensing for Short Term Scale

Scaling up a WiFi network quickly can be an expensive exercise with many systems priced on access point or end-user numbers over at least a month. For this three day, high usage event MyComms was able to keep costs down by taking advantage of Encapto's unique event licensing. MyComms' licence was simply scaled to meet the needs of the 32,000 connections made over the course of the weekend and then scaled back afterwards. Simple, easy, and cost-effective.

"We required so many different types of access for different user groups, as well as multiple user journeys for the different stakeholders. Nothing else in the marketplace comes close."

- Nick Boby, Managing Director, MyComms